

14254 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

service. We learned that a physician-subscription approach was impractical. However, listenership was quite high and it encouraged us to go to industry for support. We offered PRN both as a new advertising medium and one with high prospective social utility. Today, 5 companies advertise on PRN. They are: CIBA Pharmaceutical Company, Merck Sharp & Dohme, Pfizer Laboratories Division, Roche Laboratories, Smith Kline & French Laboratories and S.K. & F. Company. We hope to have more sponsors in time. There are eight one-minute advertising messages in each hour. These fall in a strict rotation planned weeks ahead, clearly with no knowledge of the news items they will eventually be adjacent to. The service now broadcasts in 23 cities to about 21,000 physicians. By year end we should be on-the-air in 30 cities, reaching 75,000 physicians. Our longer term goal is about 150,000 physicians, half the nation's doctor population but far more than half of those active in patient care. At present, PRN programming is a single hour, repeated 24 times and changed each day. In each city, local medical news is also broadcast every hour, generally with the cooperation of the local medical society. This summer we expect to begin updating the programming twice each day and we can broadcast an important bulletin anytime. Although PRN has been primarily a news service, we are now beginning a continuing education series as well. This is a program, 15 minutes or so long, and repeated 20 to 30 times in the week. It is accompanied by printed self-assessment forms mailed to the physician. If our audience finds this programming useful, we think it should be a regular part of the radio service. If practicable, we may offer blocks of time for teaching purposes to the general and special medical associations which presently have the training and education responsibility